

ABSTRACT

A system is disclosed for communicating with, and displaying data representative of advertisement information to, movie projection equipment in theatres. The system includes a computer storage unit for receiving and storing data representative of advertisement information. The system also includes a plurality of digital projectors coupled to the computer storage unit for receiving data from the computer storage unit.

5 The system also includes a movie identification input unit for receiving information regarding a movie that is to be shown in a theatre environment associated with a first of the plurality of digital projectors. The system also includes a controller for selecting

10 certain stored data for transmission to the first digital projector responsive to the movie identification input unit.